Government of Saskatchewan

Annual Report 1987-88

Saskatchewan Trade and Investment

The Market Development Fund

89-02791/

Letters of Transmittal

The Market Development Fund

To Her Honour,
The Honourable Sylvia Fedoruk
Lieutenant Governor of the
Province of Saskatchewan

Madam:

I have the honour to submit the Fourteenth Annual Report of The Market Development Fund for the period April 1, 1987 to March 31, 1988.

I have the honour to be, Madam,

Bob Andrew
Minister of Trade
and Investment

The Market Development Fund

Honourable Bob Andrew
Minister, Saskatchewan
Trade and Investment

Sir:

It is my pleasure to present the Fourteenth Annual Report of the Market Development Fund for the period April 1, 1987 to March 31, 1988.

Respectfully submitted

Don Wright
Deputy Minister of Trade
and Investment

Membership of the Market Development Committee

1987/88
Chairman, Saskatchewan Trade and Investment (vacant)
Doug Maley, Vice-Chairman, Saskatchewan Agriculture
Rodrigo Yanez, Member, Saskatchewan Trade and Investment
Doug Currie, Member, Saskatchewan Finance
John Buchan, Member, Saskatchewan Agriculture

1988/89
Chairman, Don Wright, Saskatchewan Trade and Investment
Member, Elaine Burnett, Saskatchewan Trade and Investment
Member, Gerry Adamson, Saskatchewan Trade and Investment
Member, Doug Currie, Saskatchewan Finance
Member, John Buchan, Saskatchewan Agriculture

Table of Contents

Page

Organization 4

Objectives 4

Activities of the Fund 4

A. Trade Shows and Exhibitions 4
Piedmontese Promotion, Denver
Piedmontese Promotion, Denver
Piedmontese Promotion, Denver
India/Hong Kong Trade Fairs, POS
Charolais Incoming Buyer
Hereford Sale, Incoming Buyers
Cleveland Food Fair
Pheasant Market Promotion
Equitina Horse Show
Incoming Egyptian Buyers
Incoming Buyers, Agribition
Incoming Buyers, Agribition

B. Marketing Missions 6
European Trade Mission
Yellowknife Inn Long Term Contract

Page

C. Agricultural Market Promotion 6
Northern Pig Development Market Expansion
SBCPA Sale Promotion
The Canada Dairy Expo Promotion
Quarter Horse Market Promotion
Canadian Dehy Export Program
Promotional Literature Package
Export Market Development, Flour and Oil
Racehorse Sale Promotion
Hereford Video, Standards Conversion
Fuhrmann Brochure — Food Pacific

D. Market Intelligence, Research and Feasibility Studies 7
Feasibility Study — Mama's Fresh Pasta
Tanzania Procurement Contract
Market Study Specialty Crops
*CanMar Marketing Promotion of Wild Oat Groats

Organization

The Market Development Fund was established under The Agricultural Products Market Development Fund Act, 1974, which was proclaimed by the Lieutenant Governor-in-Council on February 4, 1975. Regulations further defining activities of the Fund were made by Order-in-Council on April 29, 1975. The Act was amended by The Agricultural Products Market Development Fund Amendment Act, 1985, Saskatchewan Statutes 1984-85, Chapter 25. Monies allocated for the purpose of The Market Development Fund were provided as an appropriation of the Department of Trade and Investment budget. In 1987-88 no funds were appropriated to the Fund due to the decision to proceed to close out the Fund. The Act will be repealed as soon as existing commitments have been met.

The Fund was administered by the Market Development Committee which was established under the Act and was composed of representatives from the Departments of Agriculture, Finance and Trade and Investment.

The Fund was transferred to the Department of Economic Development and Trade effective April 1, 1984, and to the Department of Trade and Investment effective January 15, 1988. The purpose of the transfer was to maintain continuity in finalizing commitments undertaken by the Market Development Committee.

Objectives

The Market Development Fund was established to assist and encourage the exploration, development and expansion of markets for agricultural products produced, or capable of being produced, in Saskatchewan. Assistance from the Fund was available on a cost-shared basis to individuals, corporations, co-operatives or marketing agencies for the following purposes: trade and market development; product or process development; marketing intelligence; marketing research; business and feasibility studies; and, transport capability development. Assistance could take the form of grants, loans, forgivable loans, goods or services.

Activities of the Fund

During the year under review, The Market Development Fund provided final financial assistance to a wide range of projects, including domestic and international trade exhibits, marketing missions, promotions and marketing studies. The payments were made on approved projects where the terms and conditions under which payment would be made had been met. No new projects were accepted in the 1987-88 fiscal year.

The Agricultural Products Market Development Fund Act establishing the fund, subsequent amendments and regulations will be repealed in the 1989/90 fiscal year. As no new projects were initiated after March 31, 1987, this will be the final Annual Report of the Fund.

To ensure all activities carried out under the Fund are included in the final Annual Report, noted are two projects with final payments being made in the 1988/89 fiscal year:

* CanMar Marketing Promotion of Wild Oat Groats
* Pulse Crop Brochure

A. Trade Shows and Exhibitions

Piedmontese Promotion, Denver

Stampede Stock Farms Ltd. received $3,893.81 to support costs to attend the National Western Stock Show to promote and create sales of Piedmontese animals and embryos.

Piedmontese Promotion, Denver

Larson Farms received $2,734.92 to support costs to attend the National Western Stock Show to promote and increase sales of Piedmontese bulls and semen for crossbreeding purposes.

Piedmontese Promotion, Denver

Storm Valley Farms received $3,386.87 to support costs to attend the National Western Stock Show with a display of Piedmontese cattle for promotion and marketing of the breed.

India/Hong Kong Trade Fairs, POS

POS Pilot Plant Corporation received $3,150.00 to support costs to attend the Food and Beverage Canada '87 Trade Fair in Hong Kong. Attendance at the fair was to increase exposure in the international marketplace of the professional and technical skills and services available at POS. The request for assistance to attend trade fairs in India was declined.

Charolais Incoming Buyer

The Saskatchewan Charolais Association received $781.09 to support an incoming buyer from Great Britain to attend Agribition '86, and to visit selected farms and performance test stations to promote, market and improve the Charolais breed in Saskatchewan and Canada.

Hereford Sale, Incoming Buyers

The Saskatchewan Hereford Association received $513.27 to assist in bringing an Ontario buyer to the 1986 Hereford feeder sale in Lloydminster to expand and develop markets for Saskatchewan Hereford feeder cattle.

Cleveland Food Fair

Nature Berry Company received $372.87 to attend the Cleveland Solo Food Fair to promote and market their berry products in the northeastern region of the United States.

Pheasant Market Promotion

Eskbank Pheasant Farms received $1,867.86 to produce promotional material and attend the North American Gamebird Association (NAGA) Convention to promote and market pheasant products.

Equitina Horse Show

The Saskatchewan Quarter Horse Breeders Promotional Group, Inc. received $750.00 to assist in booth space rental and booth accessories at the 1987 Equitina International Horse Show in Essen, West Germany.

Incoming Egyptian Buyers

The Agricultural Development Corporation of Saskatchewan (Agdevco) received $4,650.00 to assist in bringing three Egyptian buyers to Saskatchewan to seek an agreement for commodity trading for products such as lentils, peas, dairy and beef cattle, and canary seed.

Incoming Buyers — Agribition

The Agricultural Development Corporation of Saskatchewan (Agdevco) received $2,352.63 to sponsor two cattle buyers from Eastern Europe at Agribition '86, as well as visits to farms and businesses throughout Saskatchewan to develop opportunities for future export sales.

Incoming Buyers, Agribition

Canadian Western Agribition received $3,200.00 to sponsor two incoming buyers from England to attend Agribition '86. The intent of the project was to include specific international representation on behalf of the Aberdeen Angus cattle breed.

* Pulse Crop Brochure

The Saskatchewan Pulse Crop Development Board received $2,500.00 to product a promotional brochure in conjunction with equivalent contributions from the Provinces of Alberta and Manitoba.

B. Marketing Missions

European Trade Mission

The Canadian Organic Producers Marketing Co-operative Ltd. (COPMCL) received $1,500.00 for travel assistance to establish contacts and distributors for COPMCL's organic food products in the European market.

Yellowknife Inn Long Term Contract

Nature Berry Company received $1,000.00 in travel assistance to further develop the market in Yellowknife by delivering the first order of their cranberry product, and to negotiate a long-term contract for the product with the Yellowknife Inn.

C. Agricultural Market Promotion

Northern Pig Development Market Expansion

Northern Pig Development (Canada) Co. Ltd. (NPD) received $6,564.23 to promote through seminars, advertising and capital equipment, the superiority of NPD stock to increase sales and markets nationally and internationally .

SBCPA Sale Promotion

The Saskatchewan Beef Cattle Performance Association (SBCPA) received $5,500 to assist in out-of-province promotion, advertisement and incoming buyer costs for a SBCPA sale of performance tested yearling bulls and open replacement heifers.

The Canada Dairy Expo Promotion

The Saskatoon Prairieland Exhibition Corporation received $3,281.70 to assist with the promotion, advertising and signage for the Canada Dairy Expo Show and Sale in Saskatoon, to increase awareness and attendance.

Quarter Horse Market Promotion

Springbank Quarter Horses received $2,562.00 to assist in the promotion of quarter horse marketing and breeding, particularly their expertise in artificial insemination of problem mares and embryo transplanting in order to attract business where transportation costs have been prohibitive in shipping animals for breeding purposes.

Canadian Dehy Export Program

The Canadian Dehydrators Association received $9,500.00 to assist in the delivery of seminars in Japan and Korea. The seminars were developed through an industry-wide co-operative market development program for the promotion and marketing of dehydrated alfalfa products.

Promotional Literature Package

The Canadian Organic Producers Marketing Co-operative Ltd. (COPMCL) received $1,327.75 to assist with the production of promotional literature on their organic products which was distributed by COPMCL at a Spanish exposition and during follow-up marketing opportunities in Spain, France, Holland and England.

Export Market Development — Flour and Oil

CSP Foods Ltd. received $8,020.39 to assist in the design and production of marketing brochures for international promotion and sample shipments of flour and oil products to support a new marketing plan for Hong Kong, Jamaica, Iceland and the United States.

Racehorse Sale Promotion

Futuristic Racehorse Sales Incorporated received $10,000.00 to assist in the advertising and promotion of the 1985 Rainbow of Roses Futurity Second Annual Yearling Sale in Saskatoon.

Hereford Video, Standards Conversion

The Saskatchewan Hereford Association received $1,084.04 for the conversion of a promotional video to meet international coding standards for distribution in European countries.

Fuhrmann Brochure — Food Pacific

Fuhrmann Meats (1978) Ltd. received $950.00 to assist with the production of a company brochure for booth display and distribution at the Food Pacific 1986, Canada's International Trade Show, in Vancouver, B.C.

D. Market Intelligence, Research and Feasibility Studies

Feasibility Study — Mama's Fresh Pasta

Mama's Fresh Pasta Ltd. received $7,500.00 to undertake a feasibility study on the production of fresh pasta in Regina. The feasibility study included types of products; market demand; product testing and quality; production and production facilities; and, marketing.

Tanzania Procurement Contract

P.W. Lorch and Associates received $2,819.33 to assist in the submission of a proposal to the Canadian International Development Agency (CIDA) for the provision of procurement services for farm equipment and spare parts for a Tanzania wheat project.

Market Study Specialty Crops

Agtech Management received $7,500.00 to assist with a feasibility study on production and marketing and to define potential international markets for specialty crops.

* **CanMar Marketing Promotion of Wild Oat Groats**

CanMar Grain Inc. received $21,000.00 to develop markets for wild oat groats, which has the highest protein content of any cereal grain. The project included laboratory testing; consulting fees; travel and accommodation; sales promotion; and, technical nutrition data.

Schedule 1
The Market Development Fund
Schedule of Financial Assistance Disbursements

Year Ended March 31, 1988

Applicant	Project Name	Projects 1987/88
Stampede Stock Farms Ltd.	Piedmontese Promotion, Denver	$ 3,894
Larson Farms	Piedmontese Promotion, Denver	2,735
Storm Valley Farms	Piedmontese Promotion, Denver	3,387
POS Pilot Plant Corporation	India/Hong Kong Trade Fairs, POS	3,150
Saskatchewan Charolais Association	Charolais Incoming Buyer	781
Saskatchewan Hereford Association	Hereford Sale, Incoming Buyers	513
Nature Berry Company	Cleveland Food Fair	373
Eskbank Pheasant Farms	Pheasant Market Promotion	1,868
Saskatchewan Quarter Horse Breeders Promotional Group Inc.	Equitina Horse Show	750
Agdevco	Incoming Egyptian Buyers	4,650
Agdevco	Incoming Buyers, Agribition	2,353
Canadian Western Agribition	Incoming Buyers, Agribition	3,200
COPMCL	European Trade Mission	1,500
Nature Berry Company	Yellowknife Inn Long Term Contract	1,000
Northern Pig Development (Canada) Co. Ltd.	Northern Pig Development Market Expansion	6,564
Saskatchewan Beef Cattle Performance Association	SBCPA Sale Promotion	5,500
Saskatoon Prairieland Exhibition Corporation	The Canadian Dairy Expo Promotion	3,282
Springbank Quarter Horses	Quarter Horse Market Promotion	2,562
Canadian Dehydrators Association	Canadian Dehy Export Program	9,500
COPMCL	Promotional Literature Package	1,328
CSP Foods Ltd.	Export Market Development — Flour and Oil	8,020
Futuristic Racehorse Sales	Racehorse Sale Promotion	10,000
Saskatchewan Hereford Association	Hereford Video, Standards Conversion	1,084
Fuhrmann Meats (1978) Ltd.	Fuhrmann Brochure — Food Pacific	950
Mama's Fresh Pasta Ltd.	Feasibility Study — Mama's Fresh Pasta	7,500
P.W. Lorch and Associates	Tanzania Procurement Contract	2,819
Agtech Management	Market Study Specialty Crops	7,500
Total		96,763

Year Ending March 31, 1989

		1988/89
* CanMar Grain Inc.	CanMar Marketing Promotion of Wild Oat Groats	21,000
* Saskatchewan Pulse Crop Development Board	Pulse Crop Brochure	2,500
Total		23,500

Saskatchewan
Trade and
Investment

Hon. Bob Andrew
Minister

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